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DM-76-D

Winston-Salem, N.C. 27102
919-741-5000

July 23, 1990

TO ALL DIVISION MANAGERS

Subject: New Flex Promotional Display Kits

We are pleased to announce the availability of a new Flex Promotional Display Kit (photo attached). The display kit has been designed to enhance our ability to offer package promotions in supermarkets within Flex merchandising equipment. Details are as follows:

Display Features

- Converts either the top or second shelf on Flex into a promotional display area.
- Addresses field needs for a promotional vehicle that has the ability to display both promoted and non-promoted product.
- Flexibility to fit various size promotional offers.
- Enhances promotions via attractive lighting/mirror affects provided to highlight promotional area.

Placement Guidelines

- The display is intended for placement in supermarket calls that presently merchandise single packs utilizing spring-load cartridges within Flex framework. Targeted calls should provide the greatest opportunity for building business via pack promotions.

Flex Promotional Display Kits

- Kits are available in two basic sizes:
 - 2'/2.5' Kit (adapts to fit either size)
 - 3'/4.0' Kit (adapts to fit either size)
- The following Light/Decor Kits are also available and must be used in conjunction with the Flex Promotional Display Kits:
 - 19" Light/Decor Kit to be used with the 2'/2.5' Promotional Display Kit in a top shelf position on either a 2' or 2.5' Flex Promotional Shelf (new).

"We work for smokers."

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- 28" Light/Decor Kit to be used with the 3'/4' Promotional Display Kit in a top shelf position with either a 3' or 4' Flex Promotional Shelf (new).
- Second Shelf Light/Decor Kit to be used when either the 2'/2.5' or 3'/4' Promotional Kit is placed in a second shelf position with the appropriate size Flex Promotional Shelf (new).

NOTE: The 19"/28" Light/Decor Kits are intended for use when either size Flex Promotional Display Kits are placed on the top shelf of low/mid profile Flex. The Second Shelf Light/Decor Kit is intended for use with either size Promotional Kit on the second shelf of high profile Flex.

Flex Promotional Shelf

- A newly designed shelf has been developed and must be used in conjunction with the Promotional Display Kits. Shelves are available in the following sizes:
 - 2.0'
 - 2.5'
 - 3.0'
 - 4.0'

Contract Plan

- The UPM Display Plan Contract may be used in conjunction with the Flex Promotional Display. Please contact your sales area office for guidelines.

SIS Reporting

- Reporting of these items through SIS will not be necessary.

Ordering Procedures

- Quantities of the Promotional Display, Lighting and Decor Kits, and Flex Promotional Shelf will be allocated initially. Due to limited availability, all orders should be submitted through your sales area office. Availability of all items is July 13, 1990.

Fact Sheet

- A fact sheet providing all pertinent information is attached.

Miscellaneous

- A Promotional Display/Light Decor Kit is being developed for use on Express Checklane Displays. Availability will be announced at a later date.

R. J. REYNOLDS TOBACCO CO.

Attachments

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